



GALVESTON
* ISLAND *
Park Board of Trustees

**Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee Regular Meeting
601 Tremont Street, Galveston, Texas 77550**

5/18/2021 - Minutes

I. Call Meeting To Order

The Tourism Development Advisory Committee Meeting was called to an order at 9:00 A.M.

II. Roll Call And Declaration Of A Quorum

The roll was called, a majority of the members were present and a Quorum was declared.

TDAC Members Present: Will Wright, Maureen Patton, Claire Reiswerg, Willis Ghandi, Leon Garrison, Richard See, James Clark (9:15), Denise Alexander, Shane Cantrell, Theresa Elliott, Trey Click (Left at 9:51 AM), Joshua Ojeda and Lisa Shaw.

TDAC Members Absent: Marty Miles and Jim O'Neil

III. Conflict Of Interest Declarations

There were no conflicts of interest declared.

IV. Requests To Address The Committee

There were no requests made to address the committee.

V. Discuss And Consider Approval Of Meeting Minutes

Motion: Trey Click made a motion to approve April 20,2021 meeting minutes.

Second: Maureen Patton

Vote:Unanimous

Discussion: Theresa Elliott requested the minutes of April 20,2021 to reflect the cost of item IX VisitGalveston.com Hotel & Vacation Rental Booking Engine. Currently the costs range from \$500-\$3,000 and will change when more partners are getting involved. Woody stated there will not be an exact amount until all have entered into agreement. Elliott would the committee to kep a watch on the charges.

VI. Update On The Proposed Master Plan For Managing Vacation Rentals Following The Review And Input From City Officials (Claire Reiswerg, 10 Minutes)

Liz Overton updated the committee on the proposed master plan for managing vacation rentals. They recently received input from city officials and at the moment they will focus on developing the software needed to track the rentals before they proceed. The City and Park Board will continue to work on managing the vacation rentals with the focus of developing software first. It was suggested that the City and Park Board continue to meet regarding compliance. As the meetings move forward it was suggested to then add local partners to assist.

VII. Discuss And Consider Resolution Regarding Galveston Island Vacation Rentals (Kelly De Schaun, 10 Minutes)

Kelly De Sichuan presented the drafted Vacation Rental resolution following discussion and input from the Tourism Development Advisory Committee. The resolution will be sent to the Park Board of Trustees to review and approve to be sent to the City for possible implementation. The committee members were able to give additions and amendments to the resolution.

Vote: Theresa Elliott made a motion to approve the resolution

Second: Shane Cantrell second the motion.

Vote: 12-0 Claire Reisweg abstained.

VIII. Discuss And Consider Expansion Of Footprint To Christmas Exhibits To Include Market Street (Trey Click, 20 Minutes)

Over the past few years, the Park Board has invested in over \$300,000 in decorations to transform downtown during the holidays. These efforts have been a collaboration between Mitchell Properties, Downtown Partnership, City of Galveston and the Park Board.

Trey Click presented the enhancements to include Christmas tree contest, West Market Lighting and Strand/Postoffice Tree and lights. There will be multiple operations going to allow visitors to be able to move around the downtown area.

Vote: Maureen Patton made a motion to accept this approval and that the work done last year during a pandemic was uplifting and proves this needs to be done for the impact of the tourism industry.

Second: Lisa Shaw second the motion.

Discussion: Lisa Shaw asked how will the artists be selected to decorate the trees. Trey Click stated there will be a call to artists on the next Cultural Arts Commission agenda. Trey Click was thanked for the in-kind services that they have been providing and the members were glad to see them start to charge for administration services.

It was suggested to start thinking about starting to put lights on Broadway and the entrance from the causeway. There will be further talks with the City on efforts for the Holiday.

Trey Click stated that he is in discussion with the lighting company to move us in the up to date technology with the holiday efforts. Claire Reisweg would like to see a task force being developed to handle the administrative work to carry out these projects. Michael Woody agrees to developing a task force or admin to assist with this project and other projects in the future. Kelly de Schaun suggested starting with the city and working on the task force to develop year round activities. They will report at a later time the meeting results with city officials.

Vote: 12-0

Abstained: Trey Click

IX. Update On Advertising Performance For January - March 2021 (Melody Smith, 10 Minutes)

Melody Smith updated the committee of the performance of spring/summer paid advertising initiatives. The primary paid media goals were:

- Keep Galveston top of mind in target markets
- Drive engagement with the Galveston brand
- Inspire travelers and future bookings

The media strategies and tactics were shared along with the KPI results.

X. Update On 7th Annual Galveston Island Tourism Summit (Jacquelyn Helton, 10 Minutes)

Jacquelyn Helton updated the committee on the 7th annual Galveston Island Tourism Summit. This event was a free event to all tourism partners. The program kicked off this year with the reading of a National Travel and Tourism Week proclamation presented by Galveston Mayor, Dr. Craig Brown. Each year the numbers increase in attendance with 2021 bringing in 367 attendees. Also, this year the event was live streamed and recorded with a total of 331 views.

XI. Monthly Convention & Visitors Bureau (CVB) Reports

Michael Woody updated the committee members of the efforts made by the Convention and Visitors Bureau for the month of April 2021.

XII. 2020-2021 Committee Work Plan For Reference

XIII. Future Agenda Items

Presentation and Discuss and Consider Setting the Penny

Holiday Plan Updates - Trey Click and Kelly De Schaun

Update on Cruise for 2021

Update on Website Launch and Visitor Center

VICi Schedule and Usage Policy

XIV. Announcements

The Committee member gave an update on their organizations upcoming events.

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - June 15, 2021

XVI. Adjournment

Meeting adjourned at 10:37 AM